

Abstract

The bachelor's thesis "Interior design and in-store marketing of the Vnitroblok coffeehouse" deals with marketing communication at the point of sale and its use at the Vnitroblok café in Prague. Emphasis is placed on selected tools of in-store marketing communication, namely architectural execution and interior design, visual merchandising and multisensory marketing. The theoretical part describes the role of cafés in the social life of urban cultures and explains the importance of interior design in the café environment. The concepts of hedonic shopping and experiential marketing follow. Last but not least, the elemental concepts and tools of in-store marketing communication are defined and the discipline is introduced within the complex field of marketing communication.

The practical part of the thesis is devoted to the description of the premises of Vnitroblok coffeehouse with a focus on the tools of in-store marketing communication introduced in the first part. The individual concepts and elements are further explored through in-depth, semi-structured interviews with representatives of the target group of the Vnitroblok café. The findings of the qualitative research are analyzed by the open coding method and put into context with the theoretical framework and knowledge from the descriptive part of the thesis. The aim of this thesis is to examine the role cafés have in the lives of the representatives of the target group of Vnitroblok café and subsequently identify the elements of in-store marketing communication perceived as the most important in the café environment. Further, to verify the reactions of these consumers to the selected elements and tools of in-store marketing and determine the importance of interior design in the communication mix of the Vnitroblok brand.